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# Flowers Everyone Loves...at prices everyone can afford ...see your catalog

Goshen, Indiana  
March, 1936

Dear Flower Friend:

Another year has rolled by with Spring and garden making just around the corner. No doubt you have received many catalogs this year and among them was the one from our firm. Perhaps you looked it over casually when it came or maybe you laid it aside for a time.

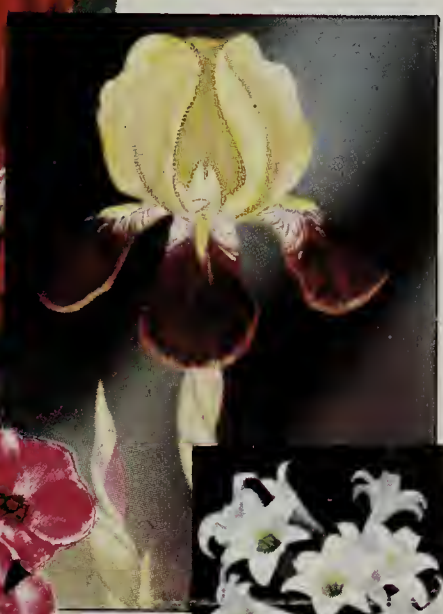
At any rate, we wish to again call it to your attention. It contains a complete listing of the WORLD FAMOUS KUNDERD GLADIOLI and, by the way, at very moderate prices. Comparison will show that you now can buy GENUINE KUNDERD GLADIOLI at prices generally asked for ordinary sorts.

Then, too, this year for the first time, we are offering in our regular catalog other flowers. The quality of these flowers is up to the high grade KUNDERD STANDARD: We know the strong, healthy roots and bulbs we send will give exceptionally fine results.

Those of you who are interested in a general garden will do well to refer to pages 24 to 31 in the catalog sent you recently. Here you will find phlox, peonies, delphiniums, hibiscus, lilies, chrysanthemums, iris, oriental poppies, columbine, hemerocallis, sweet wivelsfield, campanulas, and pyrethrums. And the prices — well, they are very moderate.

If you have lost or mislaid your copy of our catalog, please let us know and another will be mailed you promptly. Above all, refer to the catalog NOW while it is on your mind. We suggest that you make up your order very soon and send it to us so it can be entered for early spring delivery.

Very truly yours,  
A. E. KUNDERD INC.



## SPECIAL COLLECTIONS from the CATALOG

- |   |  |
|---|--|
| 25 Large Gladiolus \$1.00...see page 9                | 4 Regale Lilies \$1.00 . . . . .see page 28        |
| 36 Glorious Gladioli \$2.00...see page 21             | 4 Different Iris Collections...see page 29         |
| 8 Phlox, your choice, \$1.00...see page 24            | 3 Oriental Poppies \$1.00...see page 31            |
| 3 Different Peony Collections . . . . .see page 25    | 8 Columbine \$1.00 . . . . .see page 31            |
| 6 Delphiniums \$1.00 . . . . .see page 28             | 9 Sweet Wivelsfield \$1.00...see page 31           |
| 8 Hibiscus, large clumps, \$1.00 . . . . .see page 28 | 9 Campanula, assorted, \$1.00 . . . . .see page 31 |
| 6 Hardy Chrysanthemums \$1.00 . . . . .see page 28    | 9 Pyrethrums \$1.00 . . . . .see page 31           |
| 3 New Wonder Lilies \$1.00 . . . . .see page 28       | 5 Tenuifolium Lilies \$1.00...see page 31          |
|   | 4 Hemerocallis \$1.00 . . . . .see page 31         |







# 36 Charming Gladioli for only

\$2 POSTPAID



For your garden we suggest this collection of 36 Gladioli. They are all profuse bloomers and will fill your garden with a luxuriant glow of brilliant colors this summer. Every bulb is a different variety and all will be labeled for identification. The many different individual forms of the various varieties and their matchless color combinations will thrill you. For outdoor blooming or for cut flowers Gladioli are unexcelled for they can be used for every purpose. These enchanting Kunderd Gladioli will give you something new for your garden.

## Superior Gladioli Unrivalled in Beauty



"Greensboro, Ga.  
June 18, 1935  
Just feel impelled to write you of my garden of glads — most of them from you. They are superb and all the colors and markings under the sun, in lavender, red, white, and pink, and especially the fine ruffled ones, not to forget the yellows. I feel more than repaid for all I invested in them and that was quite a liberal amount.

Very truly yours,  
MRS. JAMES B. PARK."



KUNDERD GLADIOLI are a sensation everywhere. Their beautiful coloring and varied shapes make them World Famous. They're perfect alone, but when planted with other varieties their superiority is very apparent.

The next time you want flowers for your garden think of KUNDERD GLADIOLI. You'll be astonished at the hit they make.

Better still — order today while it is on your mind. Give yourself a treat. Enjoy KUNDERD GLADIOLI in your garden this summer.

A.E. Kunderd Inc - Goshen, Indiana





# Roses The Radiance Group

We are pleased to offer our customers these really fine roses. They are of best quality, two years old, with good strong root systems. We know they will surely please. Shipments will be made as soon after March 15th as the weather will permit. There is only a limited stock, so be sure to order early. Orders received late in the season will be entered for fall delivery.

**RED RADIANCE.** Large globular flowers an even shade of clear-red without a trace of any other color. Retain their vividness for an unusually long time after being cut. Remarkable bloomers, constantly in flower from early spring until freezing weather .....35c each

**MRS. CHAS. BELL (NEW SALMON RADIANCE).** Growth and flower identical with the Radiance family. More double and more highly colored than either the Red or Pink Radiance. Latest addition to the Radiance family. Free bloomer. Good salmon color.....35c each

**PINK RADIANCE.** Beautiful brilliant carmine-pink. Immense, exquisitely formed flowers have a delightful fragrance. Healthy grower. Always in bloom .....35c each

These  
3  
Roses  
\$1.00

Add 10c  
for postage

## THE *Lucky Seven* ROSE COLLECTION for \$3.50

7 (one each) varieties listed here

ADD 20c FOR POSTAGE

**AUTUMN.** Most extraordinary colored rose, bud burnt cream on strong stems for cutting. Foliage glossy and very dark green. A new rose of gorgeous shape and beauty. A rare combination of burnt orange, coral, and crimson shade .....\$1.00 each

**CRUSADER.** A new rose of great promise, brilliant dazzling red. One of the most gorgeous of the new everblooming types .....\$1.00 each

**GOLDEN DAWN.** Fragrant lemon yellow rose, with a light flicking of red in the bud. A hardy grower and heavy bloomer .....60c each

**HADLEY.** Rich crimson, fragrant, of gorgeous color and one of the most fragrant of the red roses.....35c each

**MAD. JULES BOUCHE.** Medium size, white flower, lightly tinted with pink in the center. One of the best of the white roses. Pure white, slightly blushed at center. One of the finest bedding roses. 75c each

**PADRE.** One of the most fragrant of the new two-toned roses. Flowers crimson red on yellow base. More outstanding than any multicolored rose offered today. It has the red of E. G. Hill on a yellow background of Sunburst. 75c each

**PRESIDENT HOOVER.** A gorgeous rose of a really new color combination. Buds are coppery red, beautifully pointed and borne on rigid stems. Large flowers are a vivid cerise-pink, scarlet-orange and gold, rioting in the most dazzling color effect imaginable. Exquisite fragrance. Very free flowering and very popular .....60c each



PINK RADIANCE



E. G. HILL



GOLDEN DAWN



ETOILE DE HOLLANDE

## 5 Ideal Roses \$2.00

Varieties listed below  
ADD 15c FOR POSTAGE

- E. G. HILL.** Dazzling scarlet, shading to deeper pure red; long stems, fine color. One of the best red roses.....60c each
- EDITH NELLIE PERKINS.** Buds of rich orange, pink outside, salmon-pink inside of petals. Fairly double bloom with a golden underglow.....60c each
- ETOILE DE HOLLANDE.** The finest dark red rose for general purposes, great vigor and floriferousness .....60c each
- MME. CAROLINE TESTOUT.** A vigorous growing rose producing buds of a satiny-rose shading lighter pink .....35c each
- TALISMAN.** This most sensational rose of all times has been awarded more gold medals than any other American production. Its brilliant orange-red buds open to a fragrant bloom of glowing golden yellow stained inside with copper-red and orange-yellow. The plant is healthy, vigorous and hardy with glossy green foliage.....50c each

ROSE ORDERS TOTALING \$5.00 OR MORE - WE PAY POSTAGE

**A. E. KUNDERD INC., GOSHEN, IND.**



PRES. HOOVER